

ABSTRACT

The purpose of this paper is to provide an overview of the emerging environment called The New Economy and discuss related issues and challenges in business..This new environment not just affected by Internet and its related technologies but also by changing in massive social environment, changing in customer cognitive et cetera. Management theories known today barely adaptive for this changes. The paper reviewing literatures related to The New Economy and its impact on business in practical. The major contributions and finding of this paper include all areas of business, new perspective of management theory, under one umbrella that would make scholars and practitioners aware of the emerging new economy. Innovation is the key and every company need Management Innovation.

Keywords

New Economy, emerging environment, change, innovation, management theory